

60-6-36/2

August 20, 1960

The Honorable *cord*
Henry J. Taylor
American Ambassador
American Embassy
Bern, Switzerland

Dear Harry:

I was very sorry that my trip abroad did not bring me to Switzerland. There are many things I should like to be talking over with you and I hope we can get together soon.

Many thanks for sending me "A Message From the American Ambassador" which I have read with interest.

Sincerely,

AWD/ji
1 - DCI
1 - ER w/basic

Via Air Mail

VENTIVE REGISTER 1960

Enclosure Registry
60-6536

EMBASSY OF THE
UNITED STATES OF AMERICA

whether you and Clover have
this magnificent prayer
but, if not, I know you
would want to have it, I
very surely, and sent it
too to dear Janet.

You can imagine that,
actually, no day goes by
here but that I think
of you. And in these difficult
days nothing gives me the
reassurance that you do
by being where you are
and on the job, dear
friend, believe me.

Harry Byrd is here
visiting me for three weeks

Bern - July 18, 1960

Dear Allen —

Jay and I are
awfully sorry we could
not have you with us in STAT
Europe this time and I
hope you received my
message in Paris trying
to welcome you if you
could make it to
come here.

I do not know

Allen -
Tell Dick
Surely
but for Dick alone
as this is not a
message from
dear Harry B.,
of course, but
Solely my word
to you.

(Instead of going to the
Democratic Convention)
and we are having a grand
visit together. So I have
much news of home - and
of his two colleagues nominated
in Los Angeles. Confidentially,
since we heard the news from
there, no man could be
more disturbed than he is
or opposed to that outcome,
in secret. As ever -

Harry

Hon. Allen W. Dulles
Washington, D.C.

The man with the fabulous memory celebrates an anniversary

Otto Weil of Grand Passage

THE STORE is a household word to every Geneva resident. In fact, you can't live here for more than a day or so without someone advising on your shopping with a brisk "Try the Grand Passage."

The man, Otto Weil, is probably little known to the foreign residents, outside those whose business interests are connected with the retail trade on a large scale.

But the combination of the two has had much to do with the introduction

here of sales lines that remind us of home.

It was exactly 40 years ago that a new, alert, 26-year-old staff member joined the Grand Passage. He already had some experience, and in fact had worked his apprenticeship in large German stores. But this was his first step up as *chef de rayon*, or "head" of department, and his keenness was felt at once by those working with him.

Within record time young Otto Weil, who is a Genevaise by birth, had soared to becoming head of the advertising department, then a director of

the firm and finally General Director of the Grand Passage.

Flair for fashion

His army career, too, has been a long and useful one. His store experience was put to patriotic use during the 1939-45 war, when as Lt Colonel he served in the Swiss Army Service Corps, responsible for troop supplies to an Army division.

Married, with family ties in England (his daughter's husband is an Englishman), Otto Weil has always been willing to adapt all the best Anglo-Saxon and U.S. selling ideas, besides contributing his own to the store's success.

A fabulous memory enables him to remember any item the store sells in any of its many departments.

This aptitude literally leaves shop assistants and customers alike open-mouthed, when he itemises in quiet, matter-of-fact tones the exact stock and prices of any given range.

This is all part of his deep, pas-



sionate interest in his work. An extra sense warns him infallibly, say his colleagues, of what will be new and what will be successful in any coming season.

Such flair makes him a valued member of the international group of large stores who help each other through purchases on each other's behalf and through periodic conferences in different capitals.

His touch is legendary

But perhaps Mr Weil's greatest asset inside the Grand Passage itself is his popularity with those who work for him.

His human touch is legendary. Every new store junior knows that he can walk up to the big boss and not be brushed aside.

The Director General's door is never barred to subordinates, and pedestals are one item not on Mr Weil's personal list of essentials.

For this 40th anniversary, which coincides with a partial retirement from active business life, the store is paying tribute to him in its inter-office journal.

On behalf of all those sometimes tiresome customers who are "always right," we join in with our congratulations and greetings.

The story of SFUSA

MOST people have heard of the story of SFUSA at some time.

Vol. 3, No. 26, • July 1, 1960.

WEEKLY TRIBUNE

A MESSAGE FROM THE AMERICAN AMBASSADOR

WARMEST best wishes and happiest greetings to all fellow-Americans in Switzerland on our hallowed Independence Day.

Perhaps at this moment all of us may well return in our thoughts to the ideas of the Declaration of Independence and the great man who wrote it.

It is in the world of ideas and in the relation of a man's brain to mankind itself that superiority lies. The rise of mankind may justly be described as an adventure in ideas.

Ancient governments degenerated into rule by mob or vested politicians. It was not until late in human experience that there came intimations of free government in which a man was regarded as an informed, inspired and consulted part of the community.

In fact, it is a thin line of intellectual growth that we trace in history, at first in a world of tumultuous ignorance and forgetfulness; it is like a mere line of light coming through the chink of an opening door, piercing into a dark room.

But slowly it widens, it grows, and at last came the time when the door, at the push of the printer, began to open more and more universally to bathe its light in all the languages of mankind.

No greater contribution to this was ever made in any document than by the Declaration of Independence.

At the beginning of our Republic, what were the spiritual forces that motivated its author? I think Jefferson has defined these himself, and perhaps we who are abroad can especially benefit on this anniversary by listening to the words he chose as his own guide.

On July 4, 1806, precisely on the 50th anniversary of the signing of

the Declaration of Independence, the hollow, reverberating boom of a cannon down in Charlottesville, Virginia, signalled the death of Thomas Jefferson on his Monticello hilltop at the age of 83. In extending this greeting to you, may I repeat Jefferson's prayer?

In seeking the solace that can come only from prayer, in meeting the dark trials of the desperate early years of our country, in carrying the burdens of the presidency for eight long years, and to the day of his death, Jefferson turned to a small brown prayer book, its pages yellowed with age and frayed in its use in the hands of this great man, and said again and again this prayer for his country:

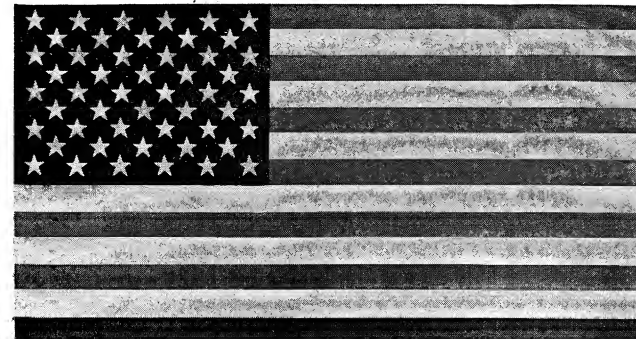
"Almighty God, who has given us this good land for our heritage, we humbly beseech Thee that we may always prove ourselves a people mindful of Thy favour and glad to do Thy will. Bless our land with honourable industry, sound learning, and pure manners.

"Save us from violence, discord and confusion; from pride and arrogance, and from every evil way. Defend our liberties, and fashion into one united people the multitudes brought hither out of many kindreds and tongues.

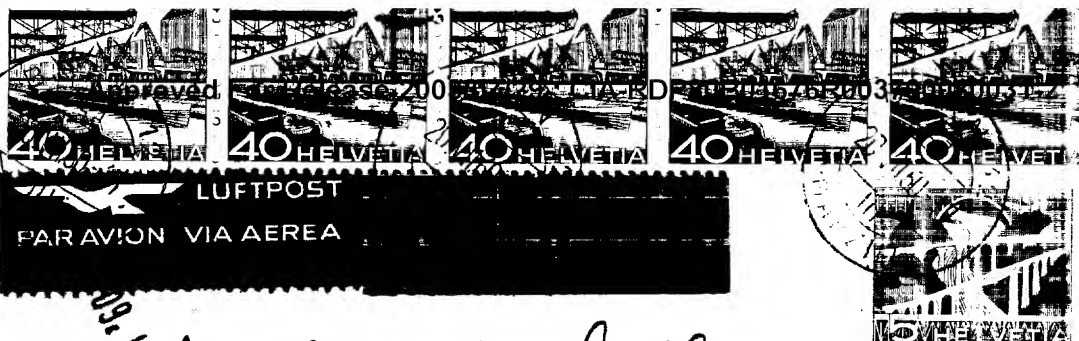
"Endow with the spirit of wisdom those to whom in Thy Name we entrust the authority of government, that there may be justice and peace at home and that through obedience to Thy law, we may show forth Thy praise among the nations of the earth.

"In the time of prosperity, fill our hearts with thankfulness, and in the day of trouble, suffer not our trust in Thee to fail; all of which we ask through Jesus Christ our Lord. Amen."

Henry J. Taylor.



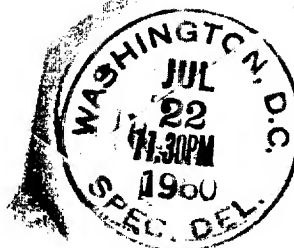
The new 50-star American flag



29. 1/4
Hon. Allen W. Dulles
Central Intelligence Agency
2430 E. Street
Washington, D.C.
Private
And Confidential

Approved For Release 2003/07/29 : CIA-RDP80B01676R003700080031-2

James Earl Ray
American Embassy
Bern, Switzerland



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